

Minutes Tempe Historical Museum Advisory Board September 6, 2012

Minutes of the Tempe Historical Museum Advisory Board recorded at 4:20 p.m. on September 6, 2012, within the Tempe History Museum Board Room, 809 E. Southern Avenue, Tempe, AZ.

(MEMBERS) Present: City Staff Present:

Bob McKinley, Chair Dr. Amy Douglass, Manager, Tempe History Museum

Mark Hubble
Shirley McKean

Guest(s) Present:

Mary O'Grady Anne Chandler Jennifer Wagner Gerald Woodward

(MEMBERS) Absent:

Dr. James Schoenwetter, Vice Chair Christopher Clair Angela Lopez

Meeting convened at 4:20 p.m.

Bob McKinley, Tempe Historical Museum Advisory Board Chair, called the meeting to order.

Agenda Item 1: Consideration of the June 7, 2012, Meeting Minutes

• Bob McKinley, Tempe Historical Museum Advisory Board (Museum Board) Chair, presented the *June 7, 2012*, Museum Board *meeting minutes* to the Museum Board members for review and consideration.

• MOTION: Jennifer Wagner moved to approve the June 7, 2012,

Museum Board meeting minutes document as presented.

SECOND: Shirley McKean, seconded.

DECISION: June 7, 2012, Museum Board meeting minutes document approved

as presented.

Agenda Item 2: Communications Report

 Dr. Amy Douglass, Tempe History Museum Manager, distributed copies of Ordinance No. 2012.35 which authorizes the City of Tempe Boards and Commissions to create subcommittees under certain conditions, along with a cover memorandum by Andrew B. Ching, City Attorney and Brigitta M. Kuiper, City Clerk.

- Dr. Douglass reminded the board that previous subcommittees had been disbanded at the request of the City Attorney due to non-compliance with state open meeting laws.
- The ordinance passed by the Tempe City Council makes additions of Article V of city statutes that list specific criteria for the formation of board and commission subcommittees. There is a rigorous procedure to establish subcommittees.
- Dr. Douglass explained that, at present, there are representatives from the board on museum staff committees and this falls outside the scope of this ordinance.

Agenda Item 3: Four Disciplines of Execution Goal

- Dr. Douglass reminded the Museum Board members once again that the Tempe History Museum (Museum) staff members are working on the following goal:
 - To increase repeat Museum visits by 10% through regular content changes to the Museum's main exhibit gallery by no later than March, 2013.
- Changes made to date include:
 - An exhibit on the Pleasant Valley War murder in Tempe in the Building Our Community area. It features the rifle alleged to have been the murder weapon by members of the Tewkesbury family.
 - Several of the banner photographs hanging from the ceiling at the entrance to the *Living Together* area have been changed out for new Diversity Award recipients
 - o In the *Kids' Place* area, a produce stand has been added by the farm truck; new costumes with accessories have been placed in the role play theater; a new display of vintage toys has been installed in the wooden display case.
- Dr. Douglass explained that statistics on repeat visitors have been collected since March
 of this year in order to identify a baseline of what the current rate of repeat visits was
 before significant changes were made to the gallery. Each visitor, upon entering the
 lobby, is asked by the front desk staff if they have visited before.
- Dr. Douglass distributed bar graphs showing the repeat visit statistics from March through July. The numbers of repeat visitors has proven to be higher than expected.
- Once the project enters the marketing phase, it will be interesting to see the effect of the changes on the repeat attendance.
- The board discussed the method whereby the 10% increase will be measured.

Agenda Item 4: Summer Recap

- Dr. Douglass gave a summary of the programs and projects over the summer months that the Board did not meet.
- Wild Wednesdays: The theme was the Tempe Sister Cities. The Museum partnered with the Sister Cities organization.
 - o Attendance: 2,677 total with an range of 349 to 446 per Wednesday
 - Up from last year but did not equal 2010 figures which was the opening year after the renovation.
- Disney Films
 - Films from the 1940s through 1980s were featured: Fun and Fancy Free, Lady and the Tramp, The Sword in the Stone and The Great Mouse Detective.
 - Attendance: 424 total with a range of 67 to 151 per Saturday

- The upcoming medical exhibit was the largest behind-the-scenes project. The staff was occupied with research, obtaining artifact loans, and printing the text panels.
- The Hohokam water exhibit has been closed and is being dismantled to prepare for the new installation.
- o The medical exhibit will open to the public on Saturday, September 29.

Agenda Item 5A: Report - Public Programs

- Shirley McKean, Museum Board member and Public Programs representative, reported that the string quartet, *ETHEL* made an encore appearance at the Museum on August 23. It was a benefit performance for Tempe Historical Society and the Grand Canyon Music Festival.
- On Friday, September 7, *Grupo Liberdade* will perform a variety of folkloric and contemporary musical styles from Brazil.
- There will be an opening reception on September 28, 6:30 to 8:30 for the exhibit, From
 House Calls to Hospitals; the public opening will be the following day on Saturday,
 September 29 at 10:00 am.
- **Third Thursdays** will be starting up again. They will run from September through May. The theme of the talks will be *Imagining Tempe's Future*. The speaker on September 20 is Nancy Ryan with the City of Tempe talking about a new general plan.
- Dr. Douglass stated that there are some prominent speakers in this series, such as Christine Wilkinson from ASU, prominent Arizona architect Will Bruder and Mayor Mark Mitchell.

Agenda Item 5B: Report - Policy, Procedures and Accessions (P.P.A.)

- Jennifer Wagner, Policy, Procedures and Accessions (P.P.A.) representative, presented the Museum Board members with a statistics report compiled by *Josh Roffler*, Curator of Collections, specific to deposits, acquisitions and loans in *June, July and August*, 2012.
- J. Wagner reported that the Museum received 14 provisional deposits as of August, 2012. J. Wagner further noted that new acquisitions include Michael Goodwin's architectural collection, Kiwanis Park landscape designs, Mill Avenue redevelopment architectural collection, an electric car charging station, a Gentle Strength Coop t-shirt, former Councilman Ben Arredondo's brief case and various other photographic collections.
- New loans were comprised of incoming loans of various objects for the medical exhibit; the outgoing loan of the exhibit, The Finley Boys: Arizona's Royal Family of Rodeo was returned after its run at the Desert Caballeros Western Museum of Wickenburg. It was seen by 7,089 people.

Agenda Item 5C: Report - Tempe Historic Preservation Commission

Mary O'Grady volunteered to attend the Historic Preservation Commission meetings.

Agenda Item 5D: Report - Tempe Historical Society

- Anne Chandler, representative to the Tempe Historical Society Board, stated that the
 Society Board's main goal is to increase its membership. During their meeting, it was
 brought up that the museum has close to 1,000 prints of historic Tempe buildings done
 by artist *Richard Nearing*. The proposal was to offer the prints as an incentive to sign
 up for membership during a specified window of time. It has yet to be determined what
 the monetary value of these prints would be.
- There also was discussion concerning an upcoming board retreat. However, the retreat
 will have to be postponed since *Tempe Historical Society President, Richard Bauer*,
 is unable to attend on the date that was selected.

Agenda Item 5E: Report - Diversity Awareness

No report.

Agenda Item 5F: Report - Oral History Program

- Bob McKinley, Museum Board Chair and Oral History Program representative, reported that *Susan Jensen*, Oral History Program Volunteer, completed *45 transcriptions* totaling *870 pages* within the timeframe of March, 2011, through August, 2012.
- B. McKinley further reported that S. Jensen currently is working on the following transcription:
 - Jimmy Molina, 17 pages to date.
- The Oral History Committee met on June 12 and August 14. Lorraince Calbow is a new member of the committee. She has been affiliated for years with the storytelling program at South Mountain Community College and is one of the Museum's regular oral history interviewers.
- *Dr. Arturo Rosales* continues to work on the indexing project.

Agenda Item 6 - Board Member Announcements

• Shirley McKean has opted to serve another term on the Board.

Agenda Item 7 - Future Agenda Items

- Veterans History Project
- New Museum Accreditation Process

The next meeting of the Tempe Historical Museum Advisory Board is scheduled to take place at 4 p.m. on October 4, 2012, within the Tempe History Museum Board Room, 809 E. Southern Avenue, Tempe, AZ, 85282.

Meeting adjourned at 5:05 p.m.

Prepared by: Dr. Amy Douglass, Tempe History Museum Manager

Bob McKinley, Chair
Tempe Historical Museum Advisory Board